Business Plan Proposal for Fit for the Future

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A. Business Concept

I. Business Idea

Our business idea came from our business proposal among sports science students. We chose from our group the best paper that we wanted to pursue by brainstorming and collecting information and idea we agreed that our business proposal would be about fitness and lifestyle consultation so that we can guide and help our clients. The Training program goals can be more effectively communicated during this session, benefiting both the trainer and the client, and life consultants so that they can avoid their unhealthy habits or lifestyle and prevent any risks like diseases and injuries, and help them achieve their goals in the future and what changes they need to make and provide our clients with helpful tips. Out of various meetings and brainstorming, we came up with our business plan proposal – Fit for the Future.

II. Proposed Vision & Mission

VISION

Our vision is to help individuals emotionally, mentally, and physically to achieve and improve their desired healthy lifestyle.

MISSION

Our mission is to guide individuals by providing consultancy services on how to change their habits for better health and access new healthier habits, and become physically active so that it may prevent and reduce the risk of many severe injuries and health problems; to make them feel better about themselves, boost confidence, and become role models to others.

INDEXED AT:

III. Business Name/logo/trademark

Our logo symbolized the fitness and lifestyle consultancy, it shows that our target customer is open for all gender who has concern in their physical health and fitness it emphasizes the color in our logo (blue and pink). We access and offer advice about their fitness, general health and well-being.

B. Marketing Plan

I. Market/ Industry Overview

The report "Philippines Fitness Service Market Outlook to 2023- By Revenue Streams (Membership Fee and Personal Training), by Membership Subscription Package (1 Month, 3 Months, 6 Months, and 12 Months), by Regions (Luzon, Visayas, and Mindanao), and by Gender" examines market size by organized and unorganized fitness service providers as well as market segmentation by revenue stream (membership subscription and personal training), by market structure (structured and unsorted), Anytime Fitness, Pound for Pound, Fitness First, Snap Fitness, UFC Gym, Krav Maga, Gold's Gym, Bliss Yoga, Beyond Yoga, Kerry Sports Manila, Slimmer's World, 360 Fitness Club, Curves Fitness, and others are only few of the names mentioned in the report as competitors in the organized sector. Additionally, the research examines the personal training and yoga service markets in the form of concise market snapshots, future outlooks and estimates, analyst recommendations,

INDEXED AT:

and macroeconomic factors, highlighting the key opportunities and warnings for the reader. Women's fitness centers, mixed-gender fitness centers, major fitness equipment manufacturers, investors, fitness managers, fitness club franchises, personal training certification organizations, and independent yoga studios are among the primary target demographics. According to shifting industry dynamics in the coming years, this analysis will primarily assist readers in identifying current industry trends and growth projections.

II. Product / Service

Our job is to assist our customers in accomplishing their health and fitness objectives. Before starting training, we ask the clients what fitness program they like. We offer different fitness programs like diet, endurance training, transformation plans, etc. We check our client's conditions to see if they have any physical conditions, such as asthma, their target weights, and their fitness program's goals. Once the consultation is complete, clients can begin training, after which we teach them how to use the equipment properly and stand appropriately before exercising or training. As a result, we support those who are eager to study and lead healthy lives, such as students and athletes.

III. Unique Selling Proposition

“A healthy mind in a healthy body”

It’s about achieving and sustaining good mental health because when we are mentally and physically healthy, we enjoy our life, environment and the people around us. Because we are fit and active in any activities or we want to develop in our body which leads us to a healthier way.

IV. Target Market w/ Supply and Demand Analysis

Gender

- Open in any gender male, female, lesbian, bisexual, transgender

Age

- Children, adolescents, and adults of all ages (10 years old and above)

Hobbies and Interests

- Athletes, Gym Rats, Health and Body Conscious

Geographic location

INDEXED AT:

- Our location is in SM City North EDSA ground floor, a famous large and modern shopping center located in Quezon City, which is a part of the Metro Manila area of the Philippines. We designate our business in a shopping center because it's more exposed to a wide variety of people that can capture the attention of a wide demographic

Education

- High School
- Colleges

V. Distribution Channel (flowchart)

INDEXED AT:

VI. SWOT Analysis

Strength	**Weaknesses**
• **Proper Training Programs** • **Fast progress in their fitness and lifestyle** • **Understands more about personal training**	• **Inconsistent Clients** • **Changes Appetite** • **Hectic Schedule**
Opportunities	**Threats**
• **Benefits in some student athletes** • **Help you develop a regular fitness routine** • **To help individuals to achieve their goals in their physical health**	• **Deteriorating Facilities** • **Lack of funding** • **Too many competitors**

C. Organizational Structure & Plan

I. Key Operation (step by step process)

The initial stage is to provide a consultation procedure to the client. First, this part will serve as a background check and identification of the client's problems and inquiries regarding their lifestyle, including their daily routines, such as eating, sleeping, and working habits. To identify the core of the problem, the consultation will also provide tests and activities to help the client reach their goals and appropriately develop their lifestyle. The said consultation will be a one-on-one setup between the professional and the client to provide privacy and security with the client's profile and lifestyle status. This is considered the first and most important part of the process because it will help both parties determine the problems needed to be addressed.

The client will receive one or more questionnaires covering issues, including the rationale behind hiring a personal trainer, family and medical history, and any prior experience with fitness or personal trainers. The pros should have suggestions on assisting their customer after reviewing the questionnaire responses. Asking simple, open-ended questions that encourage the client to share their story is the first thing to do. Many clients are prepared and eager to continue their training after discussing their reasons for change.

INDEXED AT:

The qualified service providers will outline the tests and measurements, along with their findings, before drafting their goals. This will allow the business to aid the client in understanding their need for change and places for improvement. The consultation procedure also includes convincing the client that enrolling in a personal training program is the greatest thing they can do for their health if their results are unsettling or cause them anxiety.

After that, the business also provides training programs and development plans for the clients, which they may choose to continue, but it is advisable to do so to achieve the goals in a certain amount of time given from the consultation. Training programs in action can be one-on-one or in a group, whichever the client prefers. There will be programs provided depending on the consultation results of the client, which means the agenda for the training part may vary per client in providing the utmost service and satisfaction to the clients.

To inspire and motivate customers to work hard, trainers must set realistic and exciting goals. Trainers must establish a plan of action and shared expectations before they can do that. They must make sure the client has a high level of commitment for each of the lifestyle modifications they will initially advise.

The client must be aware that they won't lose much weight if they can only commit to exercising two days a week and giving up energy drinks. It can be helpful for trainers to have their clients fill out an availability schedule. For customers to acknowledge their commitment and maintain their motivation to follow their program, some trainers advise having them sign a contract.

This service venture aims not only to help the clients from the start but to let them make it a habit and let them realize that lifestyle and One's emotional and physical well-being should be given top attention.Therefore, this business aims to provide continuity plans or programs and ensure that the clients will achieve their goals.

II. Organizational Structure (roles)

III. Job Description

The Mark Website (2021) article states that organizational structure is crucial since it directs your company to provide value to a market. Your organization's value chain is the series of high-level operations that best describes your primary value-creating process. It involves putting competitive strategy into practice. The organization of work into boundaries to deliver the value chain is expressed in the structure. Due to this division, the idea of glue—which is required to re-integrate unit processes into a single value chain—must also be addressed. It's also important to realize that no structure can completely satisfy your operational demands for speed and flexibility.

In this portion of the document, each member's obligation and role for completing the office employees and employers are defined and thoroughly discussed. The qualifications, functions, duties, and compensation package of the employees are as follows:

General Manager

- Creates and fulfills company goals by overseeing employees produce a contribution of benefits.
- Completes relevant tasks as needed to support the team's work.
- To keep professional and technical information current, one attends educational conferences, reads professional publications, builds personal networks, benchmarks cutting-edge practices, and participates in professional associations.
- Creates and upholds organizational norms to guarantee quality service.
- Establishes timetables, budgets, and performance metrics; allots resources; tracks progress, and makes changes midway through to achieve ancillary goals.

Operations Manager

- Examines infrastructure, operational processes, and systems for potential improvements.
- Through foreseeing and monitoring operational and tactical risks, offers strategic solutions.
- Daily operations of the operations department while juggling the responsibilities of other business lines, such as business analysis and risk management.
- Plays crucial in implementing the change control process, project status reporting, and long-term planning.

Project Manager

- is responsible for planning and running programs. For an organization.
- Defining the goals, scope, roles, and duties of the service.
- Establishing resource needs and controlling resource availability, both internal and outside allocation.
- establishing a budget based on requirements and monitoring delivery costs budget-friendly programs

INDEXED AT:

- Putting together a thorough business plan to schedule essential project milestones, job streams, and activities.
- Managing the project's completion by this strategy
- Recognizing and reducing any dangers.
- Managing the client's connection, communication, and stakeholders and ensuring they are satisfied with the service.

Finance and Administration Officer

- Record and verify all transactions, balances, payments, statements, and other data for regular reporting by maintaining and supervising the upkeep of financial and administrative records and monitoring systems.
- Assistance with administration for the management program.
- Control the planning and execution of conferences, workshops, seminars, outreach initiatives, etc.
- Control the administrative and assistant finance employees.

Marketing and Sales Manager

- Accountable for driving sales to meet sales goals.
- Encourage the use of companies, services, goods, or brands.
- Analyzing and improving pricing and marketing methods.
- Examining market trends and forecasting.
- Producing fresh business leads.
- Increasing market share and brand recognition.
- coordination of marketing initiatives with the public, financial, and sales sectors
- Departments of relations and production.
- Set sales targets, assess performance against targets, and make necessary adjustments.
- Identify areas for improvement in the team's current practices and processes, then implement those changes.

Professional Trainers/ Directors/ Consultants

- Determine the client's health and fitness level
- oversee the completion of workouts
- Monitor the physical development of your clients.
- Adapt your workout schedule to your demands, potential injuries, and health issues.
- Conduct personal and group fitness training sessions.
- adopt a client-specific, comprehensive training strategy (e.g., cardiovascular exercise, strength)
- Observe clients' equipment use to ensure they exercise safely and properly.
- Answer inquiries on diet and health
- cite and advertise fitness programs and packages
- Observe safety and hygiene regulations

Maintenance officers

INDEXED AT:

- Fix small issues in the gyms and take care of them to keep them in top shape.
- Preventive maintenance to be carried out to avoid expensive repairs (carpentry, painting, basic plumbing, basic electrical etc)
- Maintain the gym's equipment by making sure it is well-oiled and notifying the manager if anything is damaged or needs to be replaced.
- Inspection of the entire building and its surroundings, including the restrooms.

IV. Salaries/ Wages / Benefits (Government)

General Manager, Operations Manager and Project Manager will work in the business "pro bono" until the business can provide and sustain salaries for the three managers and all the employees.

Fitness & lifestyle consultant salary
Average base salary:
₱16,008 (per month)
₱ 40.28 (per hour)
₱ 226,090 (per year)
Employee minimum wage
570.00 PHP/day (NCR)

Fitness & lifestyle consultant salary
Finance Admin ₱ 100,000 per month
Marketing and Sales Manager average of ₱100,000 per month
Consultant Physician average of ₱ 220,000 per month
Professional Trainer average of ₱ 90,000 per month
Maintenance Officer average of ₱ 50,000 per month
Accountant average of ₱ 240,000 per month

Benefit

- **Social Security System (SSS)**
  SSS members can avail of **maternity, sickness, disability, retirement, funeral and death benefits**. SSS also allows qualified members to take up salary, housing, business, educational loans.
- **PhilHealth**
  subsidizes your hospital bills based on the amount you have incurred

INDEXED AT:

- **Pag-IBIG**

  Pag-IBIG Fund sets aside **at least seventy percent (70%) of its annual net income** and credits it proportionately to its members' Pag-IBIG Savings as dividends

- **Overtime pay**

In accordance with federal law, businesses must compensate some workers who put in more than 40 hours each week by at least time and a half.

- **13th Month Pay**

  It is usually equivalent to **at least 1/12 of an employee's total basic salary in a year**.

- **Working hours and holidays**

  In addition to his or her regular pay for the first eight hours of work performed on the holiday, he or she is entitled to an additional 30 percent.

- **Retirement pay**

provides retirees with a minimum of six (6) months' income for each year of service, with any portion of a year counted as a full year.

V. Quality and Safety measure

• Keeping the workplace and working environment under your control in a safe location.
• Ensuring that equipment and medicines are being used, handled, stored, and transported safely.
• Developing and implementing "work systems" (e.g., rules and procedures) to ensure workplace safety.
• Providing personnel with the required information, education, training, and supervision to guarantee their health and safety.
• Providing suitable facilities for staff welfare.
• Ensuring the implementation of risk management methods to detect, assess, control, and monitor workplace dangers.
•Ensuring that adequate employee consultation mechanisms are in place and are being followed.
• Ensuring that injuries are reported within statutory time constraints and that a framework exists to support injured employees' return to work.

VI. Plant/ Properties/ Equipment

Properties / Equipment

- Brochure / Textbook (procedure for training programs)
- Food Supplement

INDEXED AT:

- Client Form
- Kitbag
- Weighing Scale

VII. Government Regulatory Permit / Licenses (identify)

- Barangay Clearance
- Certificate of Registration
- Contract of Lease
- Certificate of Occupancy
- Community Tax Certificate or CEDULA
- Fire Safety Inspection Certificate or Fire Permit
- Building Permit and Electrical Inspection Certificate
- Locational Clearance
- Sanitary Permit

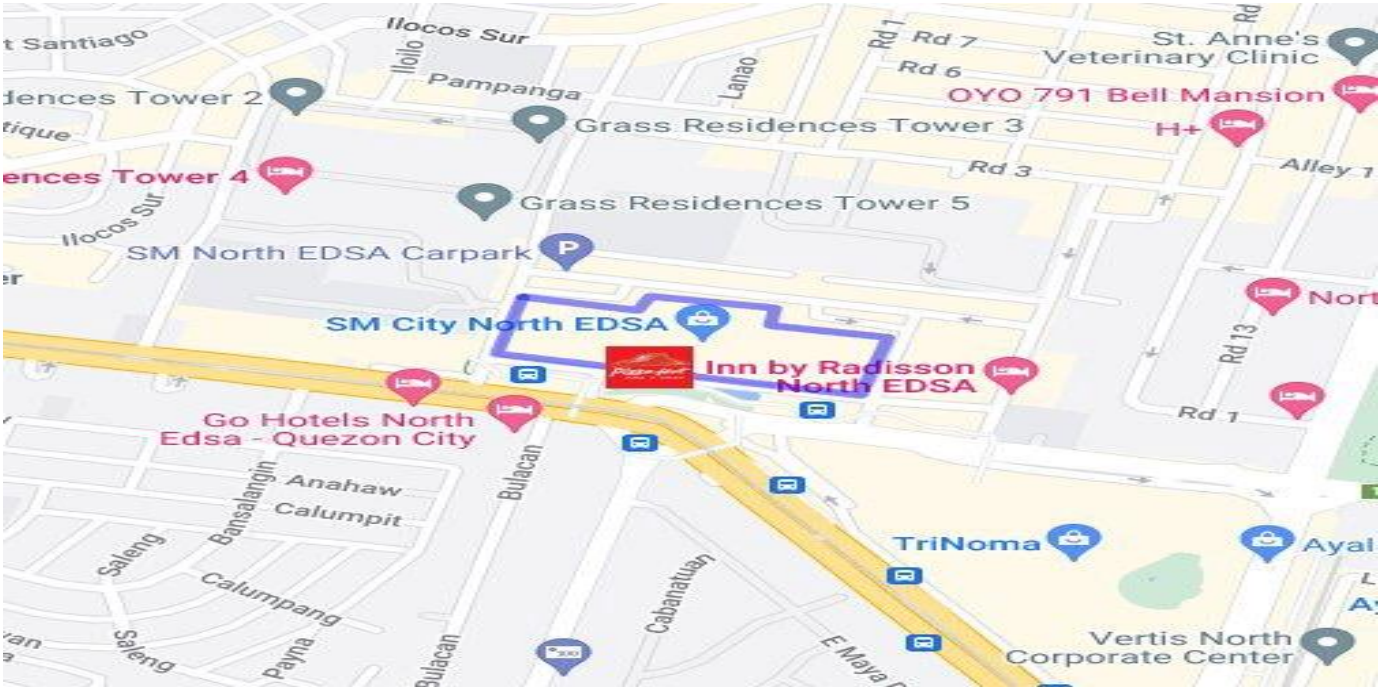
VIII. Gantt Chart

	September	October	November	December
Business Concept				
Marketing Plan				
Organizational and Structure Plan				
Location Plan				
Financial Plan				

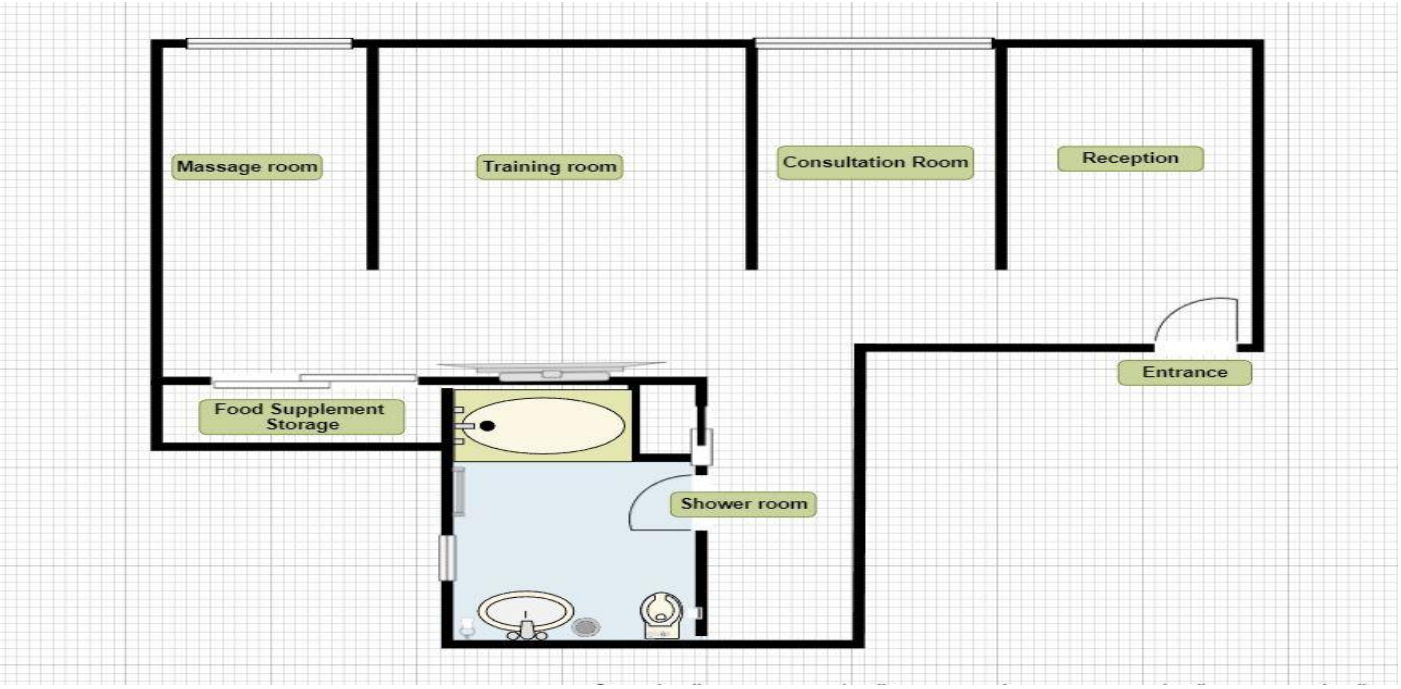
INDEXED AT:

D. Location Plan

I. Vicinity / Location Map



II. Floor Plan



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III. Cost Estimates of Building construction

- **Rent Space** = 50,000 per year
- **Equipment Cost** = 75,000
- **Marketing and Advertising** = 2,000 – 5,000
- **Business License** = 2,000 per year
- **Permits** = 1,500 per year
- **Maintenance** = 10,000 – 15,000

IV. Building permits

- **Barangay permit**

To obtain a Mayor's Permit, you must have Barangay Clearance. It is acquired from the barangay in which your company is situated.

- **DTI (Department of Trade and Industry)**

Registration for Philippine Businesses Entrepreneurs must register with the Department of Trade and Industry if they want to launch a firm through a sole proprietorship business entity (DTI).

- **SSS Clearance (Social Security System)**

This Certification is being issued to attest to the truth and correctness of all the information contained herein.

- **Locational Clearance**

Locational clearance is given to business owners as a prerequisite document for the issuance of a business permit to ensure that a business is in accordance with the zoning ordinance. The Zoning Administration Unit is a department or office (ZAU)

- **Building permit**

For you or your contractor to move forward with a construction or remodeling project on your property, you must first obtain a building permit from the local government organization. It is meant to guarantee that the project designs will adhere to regional requirements for land use, zoning, and construction.

INDEXED AT:

- **Certificate of Occupancy**

The goal of getting the aforementioned permission is to verify that the home or structure is in livable condition in light of its compliance with the code's requirements and the submitted plans and specifications.

- **Environmental Clearance**

The process of obtaining government approval for certain projects that pollute the environment is known as environmental clearance. The government has created a list of projects that require environmental approval, including infrastructure, thermal power plants, and mining.

E. Financial Plan

INDEXED AT:

I. General Assumptions

The following are the financial assumptions of the service business:

General Financing Assumptions:		
Owner's Injection into the Business	10,000.00	Owner's Injection is adequate
Cash Request as Percent of Total Required Funds	5.00%	Cash request seems reasonable with total request
Loan Assumptions:		
Commercial Loan Interest Rate	11.00%	Interest rate seems reasonable
Commercial Loan Term in Months	60	Loan term seems within range for this type of loan
Commercial Mortgage Interest Rate	9.00%	Interest rate seems reasonable
Commercial Mortgage Term in Months	240	Loan term seems within range for this type of loan
Loan Payments as a Percent of Projected Sales	4.33%	Calculated loan payments as a percent of sales seem resonable
Income Statement:		
Gross Margin as a Percent of Sales	62.79%	Gross margin percentage seems reasonable
Owner's Compensation Lower Limit Check	34,500.00	An owner's compensation amount has been established
Owner's Compensation Upper Limit Check	1513.30%	Owner's compensation may be too high relative to profitability of business
Advertising Expense Levels as a Percent of Sales	1.22%	Advertising as a percent of sales may be too low
Profitability Levels	2,280	The business is showing a profit
Profitability as a Percent of Sales	1.26%	The projection does not seem highly unreasonable
Cash Flow Statement		
Desired Operating Cash Flow Levels	-	The financial projection provides the desired level of cash flow
Line of Credit Drawdowns	-	The business doesn't seem to require a line of credit
Accounts Receivable Ratio to Sales	0.00%	Accounts receivable amount as a percent of sales seems reasonable
Balance Sheet Statement		
Does the Base Period Balance Sheet Balance?	-	The balance sheet does balance
Does the Final Balance Sheet Balance?	-	The balance sheet does balance
Debt to Equity Ratios	2.06	The debt to equity ratio seems reasonable
Break-Even Analysis Statement		
Break-Even Levels	3,631	The sales projection exceeds the projected break-even sales level

II. Project Expenses

INDEXED AT:

Monthly Operating Budget

Number of Fixed Salary Employees	0	

Salaries and Wages		**Monthly**	**Annual**	**Wage Base Limit**
Owner's Compensation		3,000	36,000	
Salaries		3,574	42,888	
Social Security	6.20%	408	4,891	90,000
Medicare	1.45%	95	1,144	
Federal Unemployment Tax	0.80%	-	-	7,000
State Unemployment Tax	2.70%	16	189	7,000
Worker's Compensation		117	1,400	
Employee Benefit Programs			-	
Total Salaries and Wages		**7,209**	**86,512**	
Business Expenses				
Advertising		200	2,400	
Car and Truck Expenses		-	-	
Credit Card Charges		-	-	
Insurance		250	3,000	
Legal and Accounting Fees		17	200	
Office Expenses		-	-	
Postage and Shipping		-	-	
Rent on Business Property		600	7,200	
Rent on Equipment		-	-	
Repairs		50	600	
Supplies		167	2,000	
Telephone		100	1,200	
Travel		-	-	
Utilities		400	4,800	
Miscellaneous Expenses		-	-	
Total Business Expenses		**1,783**	**21,400**	
Total Operating Expenses		**8,993**	**107,913**	

Year Two	
Salary and Wages Percent Change	0%
Business Expenses Percent Change	0%
Year Three	
Salary and Wages Percent Change	0%
Business Expenses Percent Change	0%

III. Capital Expenditures

Sources of Capital

Funds Required: (from previous statement)	
-Operating Capital	40,000
-Buildings and Real Estate Mortgage	-
Total Funds Required	40,000

INDEXED AT:

IV. Cost Per Unit of Product/Pricing

-Average Price per Unit		1.00	100.00%
-Average Mateñai w una -AvBragB L r›r CaBte per Unit	0.40		
-Total Product Costs per Unit		0.4O	40.00%
-Grose Marge per Mnit		0.60	60.00%
-Year Two Price per Unit		1.00	
-Year Two Total Costs per Unit		0»0	
-Yr Three Tread Casta per Uni		O.4o	

Product / Service 2			**Percent**
-Type of Units	Sendcee		
-Average Price per Unit		-	100.00%
-Average Material xrbs per Unit -Average Coate per Unit			
-Total Product Costs per Unit		-	0.00%
-Grose Marge per Mnit		-	n.rasu
-Yens Two Proxy per Uni			
-Yr Two Total Cases yr Urdt			
-Yr Three Tread Casta per Uni			

-Type of Units	Hours		
-Average Price per Unit		-	100.00%
-Avorago Material tombs yr Unit -Average Coats per Unit			
-Tatal Product Caats per Unit			

V. Sales Projection

INDEXED AT:

Product / Service Type of Units:	Product / Service Food/Beverage	Product / Service 2 Services	Product / Service 3
Month 1 (January)	12,600	-	-
Month 2 (February)	25,200	-	-
Month 3 (March)	25,200	-	-
Month 4 (April)	25,200	-	-
Month 5 (May)	12,600	-	-
Month 6 (June)	8,400	-	-
Month 7 (July)	12,600	-	-
Month 8 (August)	12,600	-	-
Month 9 (September)	12,600	-	-
Month 10 (October)	8,400	-	-
Month 11 (November)	12,600	-	-
Month 12 (December)	12,600	-	-
Total Unit Sales	180,600	-	-

Product / Service	Product / Service	Product / Service 2	Product / Service 3
ENTER A: Year Two Percent Change	20%	0%	0%
Month 1 (January)	30,240	-	-
Month 2 (February)	30,240	-	-
Month 3 (March)	30,240	-	-
Month 4 (April)	30,240	-	-
Month 5 (May)	15,120	-	-
Month 6 (June)	10,080	-	-
Month 7 (July)	15,120	-	-
Month 8 (August)	15,120	-	-
Month 9 (September)	15,120	-	-
Month 10 (October)	10,080	-	-
Month 11 (November)	15,120	-	-
Month 12 (December)	15,120	-	-
Total Unit Sales	231,840	-	-

INDEXED AT:

	Product / Service	Product / Service	Product / Service 2	Product / Service 3
ENTER A: Year Three Percent Change		35%	0%	0%
Month 1 (January)		40,824	-	-
Month 2 (February)		40,824	-	-
Month 3 (March)		40,824	-	-
Month 4 (April)		40,824	-	-
Month 5 (May)		20,412	-	-
Month 6 (June)		13,608	-	-
Month 7 (July)		20,412	-	-
Month 8 (August)		20,412	-	-
Month 9 (September)		20,412	-	-
Month 10 (October)		13,608	-	-
Month 11 (November)		20,412	-	-
Month 12 (December)		20,412	-	-
Total Unit Sales		312,984	-	-

INDEXED AT:

VI. Production Cost

PROJECTED INCOME STATEMENT

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Totals	%
Income:														
Products	12,600	25,200	25,200	25,200	12,600	8,400	12,600	12,600	12,600	8,400	12,600	12,600	180,600	
Product / Service 2	-	-	-	-	-	-	-	-	-	-	-	-	-	
Product / Service 3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total Income	12,600	25,200	25,200	25,200	12,600	8,400	12,600	12,600	12,600	8,400	12,600	12,600	180,600	100.00%
Cost of Sales:														
Products		10,080	10,080	10,080	5,040	3,360	5,040	5,040	5,040	3,360	5,040	5,040	67,200	
Product / Service 2	-	-	-	-	-	-	-	-	-	-	-	-	-	
Product / Service 3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total Cost of Sales	-	10,080	10,080	10,080	5,040	3,360	5,040	5,040	5,040	3,360	5,040	5,040	67,200	37.21%
Gross Margin	12,600	15,120	15,120	15,120	7,560	5,040	7,560	7,560	7,560	5,040	7,560	7,560	113,400	62.79%
Salaries and Wages:														
Owner's Compensation	1,500	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	34,500	
Salaries	1,787	3,574	3,574	3,574	3,574	3,574	3,574	3,574	3,574	3,574	3,574	3,574	41,101	
Payroll Taxes	519	519	519	519	519	519	519	519	519	519	519	519	6,224	
Worker's Compensation	117	117	117	117	117	117	117	117	117	117	117	117	1,400	
Employee Benefit Programs	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total Salaries and Wages	3,922	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	83,225	46.08%
Business Expenses:														
Advertising		200	200	200	200	200	200	200	200	200	200	200	2,200	
Car and Truck Expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	
Credit Card Charges	-	-	-	-	-	-	-	-	-	-	-	-	-	
Insurance	250	250	250	250	250	250	250	250	250	250	250	250	3,000	
Legal and Accounting Fees	17	17	17	17	17	17	17	17	17	17	17	17	200	
Office Expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	
Postage and Shipping	-	-	-	-	-	-	-	-	-	-	-	-	-	
Rent on Business Property	600	600	600	600	600	600	600	600	600	600	600	600	7,200	
Rent on Equipment	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repairs		50	50	50	50	50	50	50	50	50	50	50	550	
Supplies		167	167	167	167	167	167	167	167	167	167	167	1,837	
Telephone	100	100	100	100	100	100	100	100	100	100	100	100	1,200	
Travel	-	-	-	-	-	-	-	-	-	-	-	-	-	
Utilities	400	400	400	400	400	400	400	400	400	400	400	400	4,800	
Miscellaneous Expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	
Amortized Start-up Expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	
Depreciation	320	320	320	320	320	320	320	320	320	320	320	320	3,843	
Total Business Expenses	1,687	2,104	2,104	2,104	2,104	2,104	2,104	2,104	2,104	2,104	2,104	2,104	24,830	13.75%
Less Interest Expense:														
Commercial Loan	275	272	268	265	261	257	254	250	246	243	239	235	3,065	
Commercial Mortgage	-	-	-	-	-	-	-	-	-	-	-	-	-	
Line of Credit	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total Interest Expense	275	272	268	265	261	257	254	250	246	243	239	235	3,065	1.70%
Net Operating Profit	6,716	5,535	5,539	5,542	(2,014)	(4,531)	(2,007)	(2,003)	(2,000)	(4,516)	(1,992)	(1,988)	2,280	
Less: Income Taxes	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Profit (Loss)	6,716	5,535	5,539	5,542	(2,014)	(4,531)	(2,007)	(2,003)	(2,000)	(4,516)	(1,992)	(1,988)	2,280	1.26%

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VII. Operating Expenses

OPERATING EXPENSES:	**AMOUNT**
SALARIES AND WAGES	201,209
REPAIRS AND MAINTENANCE	500
OFFICE SUPPLIES	450
BATHROOM SUPPLIES	150
JANITORIAL SERVICES AND SUPPLIES	3,500
RENT OR MORTGAGE FOR THE OFFICE SPACE	50,000
TOTAL OPERATING EXPENSES	**255,809**

INDEXED AT:

VIII. Financing Plan

Pro Forma Balance Sheet

	Base Period	End of Year One
Assets		
Current Assets		
Cash	-	3,360
Accounts Receivable	-	-
Inventory	-	5,000
Prepaid Expenses	-	4,500
Other Current	-	2,000
Total Current Assets	-	14,860
Fixed Assets		
Improvements	-	5,000
Furniture and Fixtures	-	1,000
Equipment	-	20,500
Real Estate	-	-
Buildings	-	-
Other Fixed	-	-
Total Fixed Assets	-	26,500
Less: Accumulated Depreciation	-	3,843
Total Assets	-	**37,517**
Liabilities and Owner's Equity		
Liabilities		
Accounts Payable	-	-
Notes Payable	-	25,237
Mortgage Payable	-	-
Line of Credit Balance	-	-
Total Liabilities	-	25,237
Owner's Equity		
Common Stock	-	10,000
Retained Earnings	-	2,280
Total Owner's Equity	-	12,280
Total Liabilities and Owner's Equity	-	**37,517**

INDEXED AT:

Current Assets					
Cash	3,360	26,724	Cash	26,724	98,775
		1,000	Furniture		
		20,500	Equipmen		
		-	Real Estat		
		-	Buildings		
		-	Other Fixe		
		26,500	Total Fixed A		
		7,686	Less: Accur		
Total Assets	37,517	57,038	Total Assets		125,245

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			Mortgage Payable		
			Line of Credit Bala		
		19,924	**Total Liabilities**		
			Owner's Equity		
		10,000	Common Stock		
Retained Earnings	2,280	27,115	Retained Earnings		
Total Owner's Equity	12,280		37,115	**Total Owner's Equity**	37,115
Total Liabilities and Owner's Equity	**37,517**	**57,038**	**Total Liabilities and Owner's Equity**		**125,245**

INDEXED AT:

IX. Profit or Loss Projection

I. BREAK EVEN ANALYSIS STATEMENT

Break-Even Analysis Statement

Annual Fixed Costs:	111,120
Cost of Sales as a Percent of Sales:	37.21%
Contribution Margin as a Percent of Sales:	62.79%
	100.00%
Break-Even Sales Calculation:	111,120
	62.79%
Break-Even Sales	**176,969**

X. Statement of Financial Position Projection

Safety			
Debt to Equity	2.06	0.54	0.13
Debt Coverage Ratio	0.24	1.44	5.57
Profitability			
Sales Growth	-	0.28	0.35
COGS to Sales	0.37	0.40	0.40
Gross Profit Margin	0.63	0.60	0.60
SG&A to Sales	0.60	0.48	0.36
Net Profit Margin	0.01	0.11	0.24
Return on Equity	0.19	0.67	0.67
Return on Assets	0.06	0.44	0.59
Owners Compensation to Sales	0.19	0.16	0.12
Efficiency			
Days in Receivables	-	-	-
Accounts Receivable Turnover	-	-	-
Days in Inventory	26.79	19.41	14.38
Inventory Turnover	13.44	18.55	25.04
Sales to Total Assets	4.81	4.06	2.50

INDEXED AT:

XI. Statement of Changes in Equity

FLC, Beginning Capital			P600,000	
FLC, Investor's Investment			1,457,983	
ADD: NET INCOME			515,261	
TOTAL				**P2,573,244**
FLC, Ending Capital				**P2,573,244**

INDEXED AT:

XII. Statement of Cash Flows

PROJECTED CASH FLOW STATEMENT

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Totals
Beginning Cash Balance	2,000	8,659	14,133	19,608	25,083	22,997	18,392	16,307	14,221	12,136	7,531	5,445	
Cash Inflows													
Income from Sales	12,600	25,200	25,200	25,200	12,600	8,400	12,600	12,600	12,600	8,400	12,600	12,600	180,600
Account Receivable	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Inflows	12,600	25,200	25,200	25,200	12,600	8,400	12,600	12,600	12,600	8,400	12,600	12,600	180,600
Cash Outflows													
Capital Purchases	-	-	-	-	-	-	-	-	-	-	-	-	-
Cost of Sales		10,080	10,080	10,080	5,040	3,360	5,040	5,040	5,040	3,360	5,040	5,040	67,200
Salaries and Wages	3,922	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	83,225
Business Expenses	1,367	1,784	1,784	1,784	1,784	1,784	1,784	1,784	1,784	1,784	1,784	1,784	20,987
Income Taxes	-	-	-	-	-	-	-	-	-	-	-	-	-
Loan Payments	652	652	652	652	652	652	652	652	652	652	652	652	7,827
Line of Credit Interest	-	-	-	-	-	-	-	-	-	-	-	-	-
Line of Credit Repayments	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Cash Outflows	5,941	19,725	19,725	19,725	14,685	13,005	14,685	14,685	14,685	13,005	14,685	14,685	179,240
Operating Cash Balance	8,659	14,133	19,608	25,083	22,997	18,392	16,307	14,221	12,136	7,531	5,445	3,360	
Line of Credit Drawdowns	-	-	-	-	-	-	-	-	-	-	-	-	-
Ending Cash Balance	8,659	14,133	19,608	25,083	22,997	18,392	16,307	14,221	12,136	7,531	5,445	3,360	

YEAR 2 PROJECTED CASH FLOW STATEMENT

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Totals
Beginning Cash Balance	3,360	11,859	20,358	28,857	37,356	36,783	33,186	32,613	32,040	31,467	27,870	27,297	
Cash Inflows													
Income from Sales	30,240	30,240	30,240	30,240	15,120	10,080	15,120	15,120	15,120	10,080	15,120	15,120	231,840
Account Receivable	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Inflows	30,240	30,240	30,240	30,240	15,120	10,080	15,120	15,120	15,120	10,080	15,120	15,120	231,840
Cash Outflows													
Capital Purchases	-	-	-	-	-	-	-	-	-	-	-	-	-
Cost of Sales	12,096	12,096	12,096	12,096	6,048	4,032	6,048	6,048	6,048	4,032	6,048	6,048	92,736
Salaries and Wages	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	86,512
Business Expenses	1,783	1,783	1,783	1,783	1,783	1,783	1,783	1,783	1,783	1,783	1,783	1,783	21,400
Income Taxes	-	-	-	-	-	-	-	-	-	-	-	-	-
Loan Payments	652	652	652	652	652	652	652	652	652	652	652	652	7,827
Line of Credit Interest	-	-	-	-	-	-	-	-	-	-	-	-	-
Line of Credit Repayments	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Cash Outflows	21,741	21,741	21,741	21,741	15,693	13,677	15,693	15,693	15,693	13,677	15,693	15,693	208,476
Operating Cash Balance	11,859	20,358	28,857	37,356	36,783	33,186	32,613	32,040	31,467	27,870	27,297	26,724	
Line of Credit Drawdowns	-	-	-	-	-	-	-	-	-	-	-	-	-
Ending Cash Balance	11,859	20,358	28,857	37,356	36,783	33,186	32,613	32,040	31,467	27,870	27,297	26,724	

INDEXED AT:

YEAR 3 PROJECTED CASH FLOW STATEMENT

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Totals
Beginning Cash Balance	26,724	41,573	56,423	71,272	86,122	88,724	87,244	89,846	92,448	95,050	93,570	96,172	
Cash Inflows													
Income from Sales	40,824	40,824	40,824	40,824	20,412	13,608	20,412	20,412	20,412	13,608	20,412	20,412	231,840
Account Receivable	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Inflows	40,824	40,824	40,824	40,824	20,412	13,608	20,412	20,412	20,412	13,608	20,412	20,412	312,984
Cash Outflows													
Capital Purchases	-	-	-	-	-	-	-	-	-	-	-	-	-
Cost of Sales	16,330	16,330	16,330	16,330	8,165	5,443	8,165	8,165	8,165	5,443	8,165	8,165	125,194
Salaries and Wages	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	86,512
Business Expenses	1,783	1,783	1,783	1,783	1,783	1,783	1,783	1,783	1,783	1,783	1,783	1,783	21,400
Income Taxes	-	-	-	-	-	-	-	-	-	-	-	-	-
Loan Payments	652	652	652	652	652	652	652	652	652	652	652	652	7,827
Line of Credit Interest	-	-	-	-	-	-	-	-	-	-	-	-	-
Line of Credit Repayments	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Cash Outflows	25,975	25,975	25,975	25,975	17,810	15,088	17,810	17,810	17,810	15,088	17,810	17,810	240,934
Operating Cash Balance	41,573	56,423	71,272	86,122	88,724	87,244	89,846	92,448	95,050	93,570	96,172	98,775	
Line of Credit Drawdowns	-	-	-	-	-	-	-	-	-	-	-	-	-
Ending Cash Balance	41,573	56,423	71,272	86,122	88,724	87,244	89,846	92,448	95,050	93,570	96,172	98,775	

INDEXED AT:

XIII. Financial Highlights

YEAR END SUMMARY

	Year 1	%	Year 2	%	Year 3	%
Income:						
Products	180,600		231,840		312,984	
Product / Service 2	-		-		-	
Product / Service 3	-		-		-	
Total Income	180,600	100.00%	231,840	100.00%	312,984	100.00%
Cost of Sales:						
Products	67,200		92,736		125,194	
Product / Service 2	-		-		-	
Product / Service 3	-		-		-	
Total Cost of Sales	67,200	37.21%	92,736	40.00%	125,194	40.00%
Gross Margin	113,400	62.79%	139,104	60.00%	187,790	60.00%
Salaries and Wages:						
Owner's Compensation	34,500		36,000		36,000	
Salaries	41,101		42,888		42,888	
Payroll Taxes	6,224		6,224		6,224	
Worker's Compensation	1,400		1,400		1,400	
Employee Benefit Programs	-		-		-	
Total Salaries and Wages	83,225	46.08%	86,512	37.32%	86,512	27.64%
Business Expenses:						
Advertising	2,200		2,400		2,400	
Car and Truck Expenses	-		-		-	
Credit Card Charges	-		-		-	
Insurance	3,000		3,000		3,000	
Legal and Accounting Fees	200		200		200	
Office Expenses	-		-		-	
Postage and Shipping	-		-		-	
Rent on Business Property	7,200		7,200		7,200	
Rent on Equipment	-		-		-	
Repairs	550		600		600	
Supplies	1,837		2,000		2,000	
Telephone	1,200		1,200		1,200	
Travel	-		-		-	
Utilities	4,800		4,800		4,800	
Miscellaneous Expenses	-		-		-	
Amortized Start-up Expenses	-		-		-	
Depreciation	3,843		3,843		3,843	
Total Business Expenses	24,830	13.75%	25,243	10.89%	25,243	8.07%
Less Interest Expense:						
Commercial Loan	3,065		2,514		1,899	
Commercial Mortgage	-		-		-	
Line of Credit	-		-		-	
Total Interest Expense	3,065	1.70%	2,514	1.08%	1,899	0.61%
Net Opertating Profit	2,280		24,835		74,136	
Less: Income Taxes	-		-		-	
Net Operating Profit	2,280	1.26%	24,835	10.71%	74,136	23.69%

INDEXED AT:

YEAR 2 PROJECTED INCOME STATEMENT

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Totals	%
Income:														
Products	30,240	30,240	30,240	30,240	15,120	10,080	15,120	15,120	15,120	10,080	15,120	15,120	231,840	
Product / Service 2	-	-	-	-	-	-	-	-	-	-	-	-	-	
Product / Service 3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total Income	30,240	30,240	30,240	30,240	15,120	10,080	15,120	15,120	15,120	10,080	15,120	15,120	231,840	100.00%
Cost of Sales:														
Products	12,096	12,096	12,096	12,096	6,048	4,032	6,048	6,048	6,048	4,032	6,048	6,048	92,736	
Product / Service 2	-	-	-	-	-	-	-	-	-	-	-	-	-	
Product / Service 3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total Cost of Sales	12,096	12,096	12,096	12,096	6,048	4,032	6,048	6,048	6,048	4,032	6,048	6,048	92,736	40.00%
Gross Margin	18,144	18,144	18,144	18,144	9,072	6,048	9,072	9,072	9,072	6,048	9,072	9,072	139,104	60.00%
Salaries and Wages:														
Owner's Compensation	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000	
Salaries	3,574	3,574	3,574	3,574	3,574	3,574	3,574	3,574	3,574	3,574	3,574	3,574	42,888	
Payroll Taxes	519	519	519	519	519	519	519	519	519	519	519	519	6,224	
Worker's Compensation	117	117	117	117	117	117	117	117	117	117	117	117	1,400	
Employee Benefit Programs	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total Salaries and Wages	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	7,209	86,512	37.32%
Business Expenses:														
Advertising	200	200	200	200	200	200	200	200	200	200	200	200	2,400	
Car and Truck Expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	
Credit Card Charges	-	-	-	-	-	-	-	-	-	-	-	-	-	
Insurance	250	250	250	250	250	250	250	250	250	250	250	250	3,000	
Legal and Accounting Fees	17	17	17	17	17	17	17	17	17	17	17	17	200	
Office Expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	
Postage and Shipping	-	-	-	-	-	-	-	-	-	-	-	-	-	
Rent on Business Property	600	600	600	600	600	600	600	600	600	600	600	600	7,200	
Rent on Equipment	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repairs	50	50	50	50	50	50	50	50	50	50	50	50	600	
Supplies	167	167	167	167	167	167	167	167	167	167	167	167	2,000	
Telephone	100	100	100	100	100	100	100	100	100	100	100	100	1,200	
Travel	-	-	-	-	-	-	-	-	-	-	-	-	-	
Utilities	400	400	400	400	400	400	400	400	400	400	400	400	4,800	
Miscellaneous Expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	
Amortized Start-up Expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	
Depreciation	320	320	320	320	320	320	320	320	320	320	320	320	3,843	
Total Business Expenses	2,104	2,104	2,104	2,104	2,104	2,104	2,104	2,104	2,104	2,104	2,104	2,104	25,243	10.89%
Less Interest Expense:														
Commercial Loan	231	227	224	220	216	212	208	204	199	195	191	187	2,514	
Commercial Mortgage	-	-	-	-	-	-	-	-	-	-	-	-	-	
Line of Credit	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total Interest Expense	231	227	224	220	216	212	208	204	199	195	191	187	2,514	1.08%
Net Operating Profit	8,600	8,604	8,607	8,611	(457)	(3,477)	(449)	(445)	(440)	(3,460)	(432)	(428)	24,835	
Less: Income Taxes	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Profit (Loss)	8,600	8,604	8,607	8,611	(457)	(3,477)	(449)	(445)	(440)	(3,460)	(432)	(428)	24,835	10.71%

INDEXED AT:

F. Codes and Themes of the Interview

Interview Instrument Template

NAME OF INTERVIEWEE: Mrs. Pinky Yabut
PERSONAL CIRCUMSTANCES OF THE INTERVIEWEE: 8 years of experience as trainer and manager in health and fitness industry located in United Arab Emirates
METHOD CONDUCTED IN THE INTERVIEW (F2F; VIRTUAL): Virtual via Zoom
PROOF OF THE CONDUCT OF INTERVIEW: https://youtu.be/K2168QxK_dQ

NOTE: THE INTERVIEW MUST BE CONDUCTED IN THE PRESENCE OF ALL THE GROUP MEMBERS. NON-ATTENDANCE OF A GROUP MEMBER IS EQUIVALENT TO ZERO.

RESEARCH QUESTIONS	FOLLOW-UP/PROBING QUESTIONS	RESPONSES (transcript)
1. What training programs shall be advisable to help our clients improve their skills and body goals?		okay in tailoring programs or creating workout for the clients we all know that we have different goals for every individual some people their goals is the famous one is the weight loss and some other clients they want to gain weight some clients are general fitness only and some are more into athletic performance which they are involving into sports so the most common I can share with you is the weight loss so I tailored the program for weight loss which is the most effective one is you create a resistance training program where you start training with the balance and stability to burn a lot of calories for the client and then you progress the client with the strength endurance to increase volume and intensity of the training wherein it speeds up the metabolism of your client and of course as you progress after those strength endurance training you progress your client in training power training whereas you produce more force and increase more of the metabolic demand of the client so it is a very good way of burning

INDEXED AT:

		a massive calorie burn for weight loss and then on the other hand if your client are on a weight gain you still do the same the weight training or the strength training you will start for stability and balance progress into a strength endurance and then it will progress into hypertrophy during the weight gain or increase muscle endurance whereas you you put more what do you call this more volume and more volume and intensity into a moderate into high intensity program so it's all about the intensity of the program that you are creating whenever you choose what kind of program or what kind goal the client is like for other instances as you said if it's about increasing the skills if they are more into sports to increase the skills or athletic performance you always do the same you always do strength training from balance and stability If strength is endurance that your client for example is a power lifter so you train also into a maximum strength training which is another stage of the training so strength training is very important into the creating and tailoring program and also you incorporate a cardiovascular system on which we use oxygen so that to burn calories and fats yeah that is for the for the for the programming because when you talk about programming it's a wide range okay when you talk about weight loss you have particular program for the weight loss it may be similar for weight gain maybe on the start of the program but later on it differs especially on the 3rd phase of the exercise which you progress like on the weight loss you progress into a power training but into the weight gain you don't progress into the power training you progress into hypertrophy or to increase the muscle mass of the client

INDEXED AT:

		so that's how you create a tailored program so strength training and cardiovascular training is very important especially for weight loss
2. How effective is the consultation about workouts and training programs to the clients?		yeah it's very simple okay we all know that in the fitness industry there are lots of clients who don't really understand about fitness that's why we are here as a consultant to give them the knowledge to educate them regarding about health so about regarding about health regarding about fitness regarding about the exercise because knowledge is power you know to attain all this goals that our clients are want to have into their fitness goal so it's like I'm saying when you educate the clients they will truly understand what is fitness why do you need this and especially with the special cases for the clients who have special needs or for example those who have post injuries you know so you can create a proper program for this one and also some stress related cases which is that's why also now we can also have learn how to handle stress and exercise management so it's very important that we educate our primary work or benefit as a consultant the consultant will help the clients to educate what is all about the fitness so they will understand better it's not just about how to do exercise how to do properly train but also to understand the importance of health and the mental state of course in understanding all of this we help the clients to you know to change their lifestyle it's not only temporary but in a long term goal so it's like that any more questions kids I think that's all again thank you so much for your time and effort miss you're welcome and anytime and good luck to your

INDEXED AT:

		profession and I'm hoping that one day we will all work in the same industry and we don't know that we will cross our path into this industry because we all have this passion thank you so much and good evening thank you ma'am thank you yeah it's very simple okay we all know that in the fitness industry there are lots of clients who don't really understand about fitness that's why we are here as a consultant to give them the knowledge to educate them regarding about health so about regarding about health regarding about fitness regarding about the exercise because knowledge is power you know to attain all this goals that our clients are want to have into their fitness goal so it's like I'm saying when you educate the clients they will truly understand what is fitness why do you need this and especially with the special cases for the clients who have special needs or for example those who have post injuries you know so you can create a proper program for this one and also some stress related cases which is that's why also now we can also have learn how to handle stress and exercise management so it's very important that we educate our primary work or benefit as a consultant the consultant will help the clients to educate what is all about the fitness so they will understand better it's not just about how to do exercise how to do properly train but also to understand the importance of health and the mental state of course in understanding all of this we help the clients to you know to change their lifestyle it's not only temporary but in a long term goal so it's like that

INDEXED AT:

Codes and Themes

ResearchQuestions	Transcript	Codes and Themes

1. What training programs shall be advisable to help our clients improve their skills and body goals?	Tailored workout programs for clients with different goals like weight loss, weight gain, general fitness and improvement in athletic performance. Weight loss is the most effective training program which the client undergo a resistance training program starting in balance and stability, burning a lot of calories and progresses to strength endurance increasing volume and intensity of the training program to speed up the metabolism of the client proceeding to power training whereas the client should produce more force and increase more of metabolic demand. It is the most effective and safest way of burning massive calories. Weight gain programs start with stability and balance that progresses into strength endurance and hypertrophy during weight gain or increase muscle endurance, the program should put more volume and intensity then transitioning to moderate to high intensity. it's all about the intensity of the program Athletic performance like powerlifters undergo program with maximum strength training also incorporating cardiovascular system improvement which uses oxygen efficiently to burn more calories and fats General fitness covers overall health and well-being of the clients.	Theme: Achieving training goals by the clients. Codes: ● Program design ○ Weight loss ○ Weight gain ○ Athletic performance training ● FITT Principle ● Helps with setting a goal Theme: Training for endurance Codes: ● Resistant training ● Strong Immune system

INDEXED AT:

2. How effective is the consultation about workouts and training programs to the clients?	We all know that in the fitness industry there are lots of clients who do not really understand fitness. That's why consultants equip them with knowledge to educate them about health, fitness, and exercise. Educating them gives them power to attain their goals. There are clients as well with special needs like post injuries that's why creating a proper special program for them is necessary. Consultants also address stress related cases with which we educate clients how to handle stress and how important exercise to help them overcome it. It is not only limited on how to do proper exercise but to understand the importance of health and mental state as well. It is not only temporary but a long term goal.	Theme: Conducting an effective fitness consultation Codes: ● Assessing workout plan ● Monitoring the progress of the client ● Health and fitness education Theme: Lifestyle awareness Codes: ● lifestyle consultancy ● Mental health awareness

In our research question number 1, our codes and themes is about achieving the desire goals of our client creating a training program that will help them to achieve their fitness or body goal, that will help them strengthen their body, boost their endurance and develop their skills in order to achieve their goals.

And in research question number 2, it's about conducting an effective workout consultation. Assessing and monitoring the progress of the client and consultation about their lifestyle so that they can be aware and knowledgeable about the things that they can do.

INDEXED AT:

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